

## Method for interactive telecommunication

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The invention relates to a telecommunication method comprising the following steps: integration of programme-related digital data into a TV or radio programme and transmission of said programme; reception and playback of the programme by a mobile telephone combined with a TV or radio receiving system, where the receiving system comprises a chip card reader into which the user of the receiving system can insert a SIM card to identify himself; display of at least one option corresponding to the integrated digital data on a display of the receiving system and selection of an option by the user of the receiving system; preparation of a message corresponding to the selected option by the SIM card, where the message prepared comprises at least one data field from the digital data being received; transmission of the above message by a bidirectional mobile telephone network to a server; automatic user identification by a server, whereby the user identification process uses information stored in the identification card and transmitted by the above bidirectional telecommunications network; linking of at least some received data with user-specific data.

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